

Rep Order# 7863586 Ver# 1 Status New  
EC'd No

Traffic Order# 20451

Printed: 03/22/2012 11:00 AM  
Last Received: 03/22/2012 9:55 AM  
Showing Buylines: All Lines

1 of 3

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) CENTER FORWARD  
Product CENTER FORWARD  
Estimate# 1082  
Buyer Mike Furman  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
1010 WISCONSIN AVENUE, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 96/102/1082  
Flight Dates 03/26/2012 - 04/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER CENTER FORWARD 3/26-4/3. SHARE IS EXACT.  
CHECK WILL ARRIVE IN DC OFFICE TOMORROW AND WE WILL FAX  
YOU A COPY. I WILL SEND YOU COPIES OF NAB FORM AND INQUIRY  
FORM TODAY. PLS CONFIRM. THANKS! JAMIE

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	SU	SUNDAY TODAY	7A-8A	:30	04/01-04/01	1	\$150.00	1
2	SU	MEET THE PRESS	8A-9A	:30	04/01-04/01	1	\$150.00	1
3	M-F	TODAY SHOW 8-9A	8A-9A	:30	03/26-03/30	3	\$600.00	3
4	M-TU	TODAY SHOW 8-9A	8A-9A	:30	04/02-04/03	1	\$600.00	1
5	M-F	KSL 5 NEWS TODAY	6A-7A	:30	03/26-03/30	4	\$450.00	4
6	M-TU	KSL 5 NEWS TODAY	6A-7A	:30	04/02-04/03	2	\$450.00	2
7	M-F	TODAY SHOW 7-8A	7A-8A	:30	03/26-03/30	3	\$900.00	3
8	M-TU	TODAY SHOW 7-8A	7A-8A	:30	04/02-04/03	1	\$900.00	1
9	M-F	KSL 5 NEWS AT NOON	12P-1P	:30	03/26-03/30	2	\$190.00	2
10	M-TU	KSL 5 NEWS AT NOON	12P-1P	:30	04/02-04/03	1	\$190.00	1

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Salesperson Phone# 202-872-1155  
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
11	M-F	TODAY SHOW 2	9A-10A	:30	03/26-03/30	3	\$285.00	3
12	M-TU	TODAY SHOW 2	9A-10A	:30	04/02-04/03	1	\$225.00	1
13	M-F	DAYS OF OUR LIVES	2P-3P	:30	03/26-03/30	2	\$225.00	2
14	M-TU	DAYS OF OUR LIVES	2P-3P	:30	04/02-04/03	1	\$200.00	1
15	M-F	DR. PHIL	4P-5P	:30	03/26-03/30	2	\$325.00	2
16	M-TU	DR. PHIL	4P-5P	:30	04/02-04/03	1	\$325.00	1
17	SA	KSL 5 NEWS AT 6P SAT	6P-630P	:30	03/31-03/31	1	\$375.00	1
18	M-F	KSL 5 NEWS	5P-530P	:30	03/26-03/30	3	\$650.00	3
19	M-TU	KSL 5 NEWS	5P-530P	:30	04/02-04/03	1	\$625.00	1
20	M-F	KSL 5 NEWS AT 6P	6P-630P	:30	03/26-03/30	4	\$700.00	4
21	M-TU	KSL 5 NEWS AT 6P	6P-630P	:30	04/02-04/03	1	\$700.00	1
22	M-F	KSL 5 NEWS AT 630P	630P-7P	:30	03/26-03/30	3	\$625.00	3
23	M-TU	KSL 5 NEWS AT 630P	630P-7P	:30	04/02-04/03	1	\$625.00	1
24	SA	KSL 5 NEWS AT 10 - SAT	10P-1035P	:30	03/31-03/31	1	\$1,500.00	1
25	SU	KSL 5 NEWS AT 10 - SUN	10P-1035P	:30	04/01-04/01	1	\$2,800.00	1
26	M-F	KSL 5 NEWS AT 10	10P-1035P	:30	03/26-03/30	3	\$2,600.00	3

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
27	M-TU	KSL 5 NEWS AT 10	10P-1035P	:30	04/02-04/03	1	\$2,600.00	1
28	M-F	TONIGHT SHOW	1035P-1137P	:30	03/26-03/30	3	\$450.00	3
29	M-TU	TONIGHT SHOW	1035P-1137P	:30	04/02-04/03	1	\$450.00	1

---REPORT TOTALS---

Report Totals: 53 / \$37,725.00

---SALES MONTHLY TOTALS---

Apr 12: 53 / \$37,725.00

Sales Totals: 53 / \$37,725.00

Station Totals: 53 / \$37,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,514	CABL	0%	KJZZ	0%	KSL	36%	KSTU	17%	KTVX	11%
		KUCW	0%	KUTV	34%	UNKN	0%				

Books null  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Maura Gilroy  
do hereby request station time concerning the following issue:

Center Forward

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

This broadcast time will be used by: Center Forward

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Coei Smith Executive Director  
1317 F St. NW 6th Floor Wash DC 20004

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

3/20/12      M. Delaney      202-527-2853  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; font-family: cursive;">AS ORDERED</p>					

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

**POLITICAL/ISSUE ADVERTISING  
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no use@ by a legally qualified candidate). This form and its attachments are to be kept in the station's Public Inspection File for a period of two years.

*Note: For issue advertisements where there is no use@ by a legally qualified candidate and the advertisement does not relate to any political or legislative matter of national importance, the station may elect to only complete Questions 1-10 of this form.*

1. Date and time of request: 3/5/12
2. Name of the person making request: Mike Furman
3. Agency (if any): Waterfront Strategies
4. Address of agency: 1010 Wisconsin Ave  
Washington, DC 20007
5. Telephone number of agency: 202-238-8700
6. Name of candidate or description of issue: Center Forward
7. Name of candidates authorized committee or name of issue ad sponsor: same as above
8. Address of candidates committee or issue ad sponsor contact: 1317 F St NW 6<sup>th</sup> Floor  
Washington DC 20004
9. Telephone number of candidates committee or issue ad sponsor contact:
10. If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (including treasurer of candidate's committee, if candidate ad) (use additional pages if necessary):

Name: Cori Smith	Title: Executive Director
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____

11. Programs or times requested all dayparts  
(use additional pages if necessary):
12. Dates requested 2Q 12  
(use additional pages if necessary):
13. Class of time requested issue rates  
(use additional pages if necessary):
14. Length of spot/program time requested 30"  
(use additional pages if necessary):
15. Request made: In writing? \_\_\_\_\_ Orally? X  
(if in writing, attach and retain)
16. Disposition of request: Granted \_\_\_\_\_  
Not Granted \_\_\_\_\_

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.  
If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually  
aired, when available.)

17. If granted, rate charged  
(use additional pages if necessary): \_\_\_\_\_

*If the advertisement refers to a candidate (candidate or issue ad), please complete  
Questions 18-23.*

18. Name of candidate  
(if different from Question 6 above):
19. Political party of candidate:
20. Office for which candidate is running:
21. Is it a: Federal Office? \_\_\_\_\_ State Office? \_\_\_\_\_  
Local Office? \_\_\_\_\_
22. Election for which candidate is  
campaigning:
23. Date of election:

*If the request is by or on behalf of a candidate, please complete Questions 24-26.*

24. Request for documentation that candidate  
is legally qualified. (Attach any written  
documentation received.) Yes \_\_\_\_\_ No \_\_\_\_\_
25. Date Political Disclosure Statement  
submitted to requestor:
26. If federal candidate, has candidate or  
authorized committee signed Bipartisan  
Campaign Reform Act (BCRA)  
Certification? Yes \_\_\_\_\_ No \_\_\_\_\_  
(attach copy)

COMMENTS:

*Jamie Andrus - Eagle TV Sales*

Signature of Person Receiving Request On  
Behalf of Station